

Qualification - Bespoke using accreditation

Case Study: Bank of Scotland Private Banking

The Challenge

Bank of Scotland Private Banking recognised the need to address:-

- The demise of the traditional banking 'apprenticeship'.
- The tendency towards recruitment and career paths in the sector that support the development of 'specialists' over 'rounded bankers'.
- The need to 'future proof' the team by providing them with the necessary skills and knowledge to maintain an innovative and competitive edge in the market.
- The impact a changed mindset was having within the banking sector at large i.e. a diminishing focus and desire, by the banking industry as a whole, to invest in the creation and retention of highly professional qualified bankers.

The Solution

Using the existing comprehensive competency framework as a structure within which to house the programme, we worked together with the business to select and redesign existing Institute modules relevant to their specific needs. The Bank of Scotland Private Banking team used these syllabuses to inform the design and development of in-house practical modules which we were then able to accredit.

The two elements are fully integrated to complement technical knowledge with practical application and validate 'on the job' competency. Three bespoke Advanced Diplomas can be achieved through the programme which ultimately leads to completion of the Chartered Banker programme.

The Value Delivered

The programme provides Bank of Scotland Private Banking with a benchmark for establishing improved standards and has become an integral tool for maximising the potential of their 'top' performers whilst minimising the impact of 'under performers'.

They also believe that as a management tool they are able to 'mould' the programme to meet specific deliverables, supporting the team in fulfilling individual aspirations.

Willie Raeburn, Head of Private Banking at Bank of Scotland commenting on the programme said "We've had a huge response to this programme. 40 to 50 per cent of our colleagues are either qualified or in some stage of working towards it. We allow colleagues study time, we have mentors within the business and there's also time off to sit exams. People are given the space to learn, which is key. The aspiration to achieve and be recognised as a professional banker has been enthusiastically embraced by our colleagues."